



# SECOND QUARTER 2013 MARKETING REPORT

*Branson/Lakes Area Chamber of Commerce & CVB  
August 27, 1013*

# TODAY'S PRESENTATION

- Economic Overview
- Travel Industry Outlook
- Second Quarter Branson Update

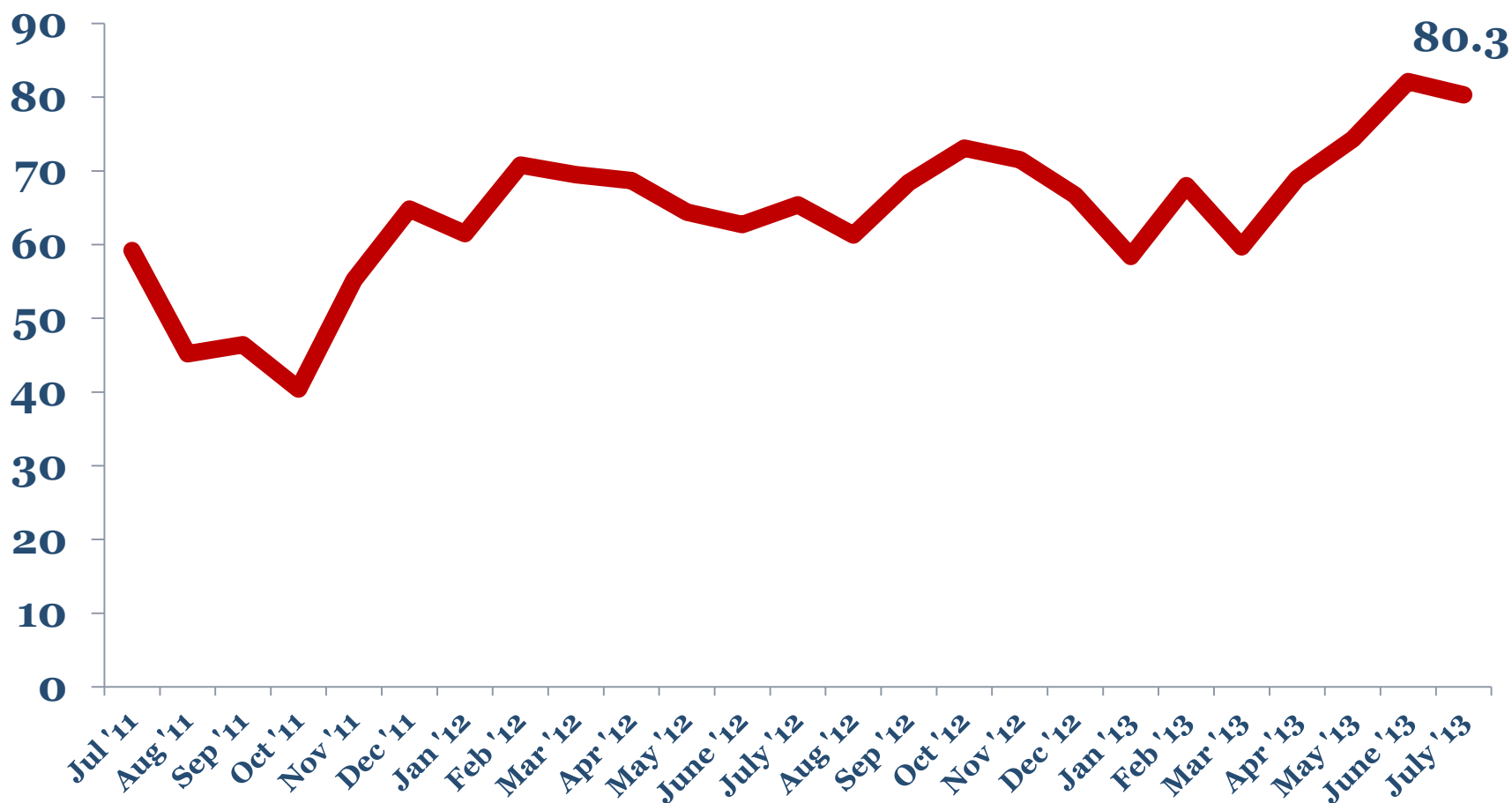
# BRANSON

*It's Your Show*

## ECONOMIC OVERVIEW

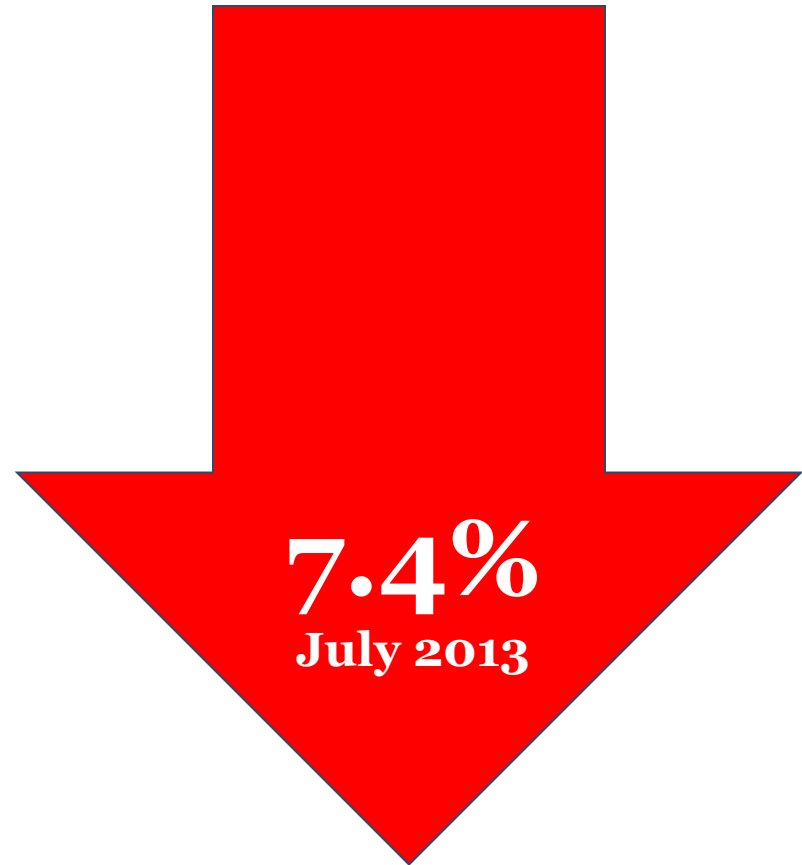


# CONSUMER CONFIDENCE IS HIGHER THAN IT HAS BEEN SINCE 2008



Source: Bureau of Labor Statistics

# **U.S. UNEMPLOYMENT RATE STANDS AT 7.4%, DOWN FROM 7.8% IN DECEMBER 2012**



*Source: Bureau of Labor Statistics*

**An index of 90 is considered necessary for sustainability and 100 is required for growth.**

# INDEX OF WEEKLY LEADING INDEX<sup>®</sup> (WLI) STANDS AT 131.3, UP 3.8% IN 2013.



**+3.8%**

**In 2013**

ECRI's Weekly  
Leading Index<sup>®</sup>  
is at 131.3, its  
highest point  
this year.

*Source: Economic Cycle Research  
Institute*

# U.S. GASOLINE PRICES AVERAGED \$3.50 IN JULY 2013, UP 7.5% THIS YEAR.



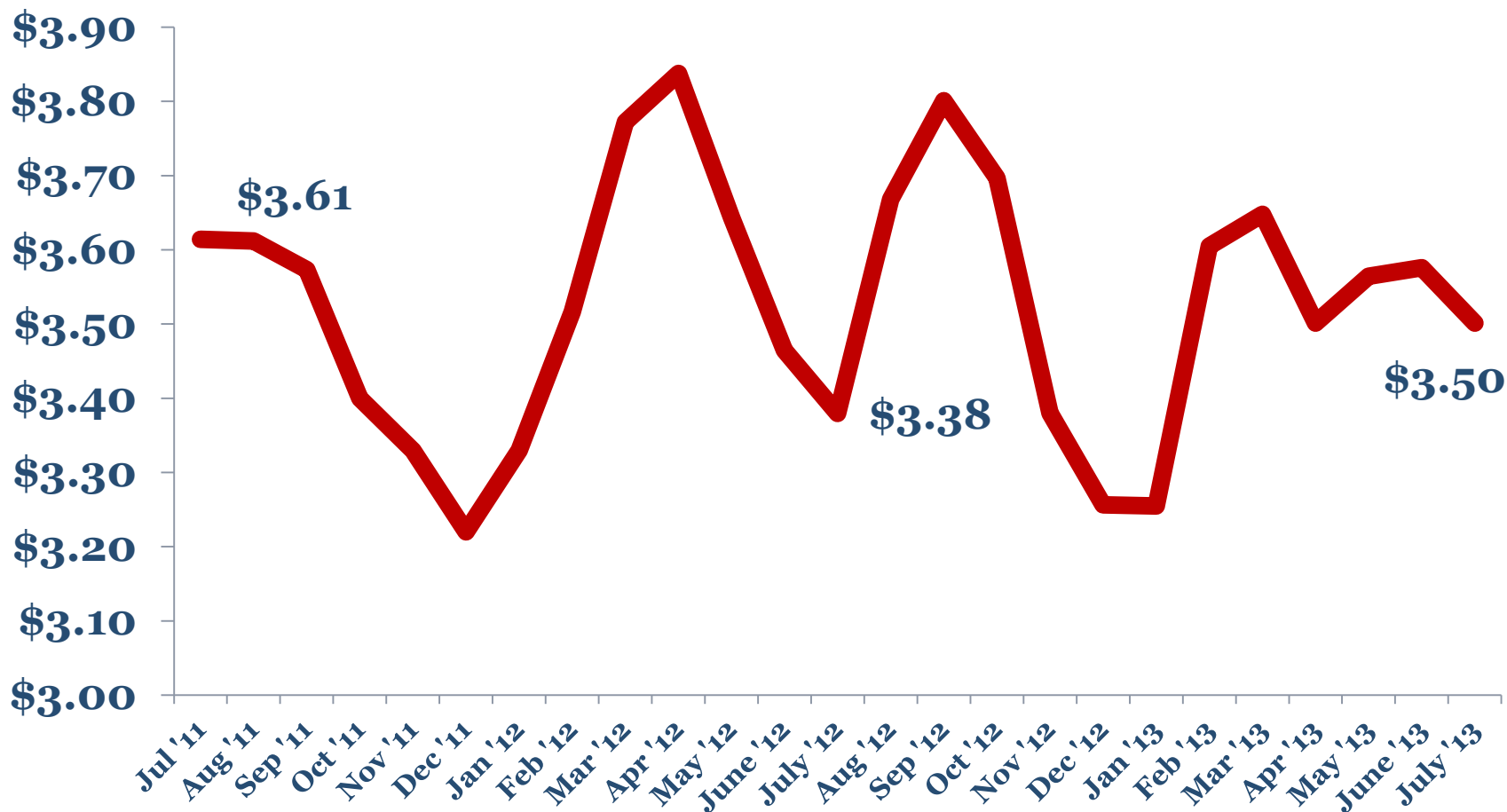
**+7.5%**

**In 2013**

EIA reports that gasoline prices are up 7.5% on the year, and up 3.6% from July 2012.

*Source: U.S. Energy Information Administration*

# U.S. GASOLINE PRICES ARE UP 3.6% FROM JULY 2012, BUT DOWN 3.1% FROM 2011



Source: U.S. Energy Information  
Administration



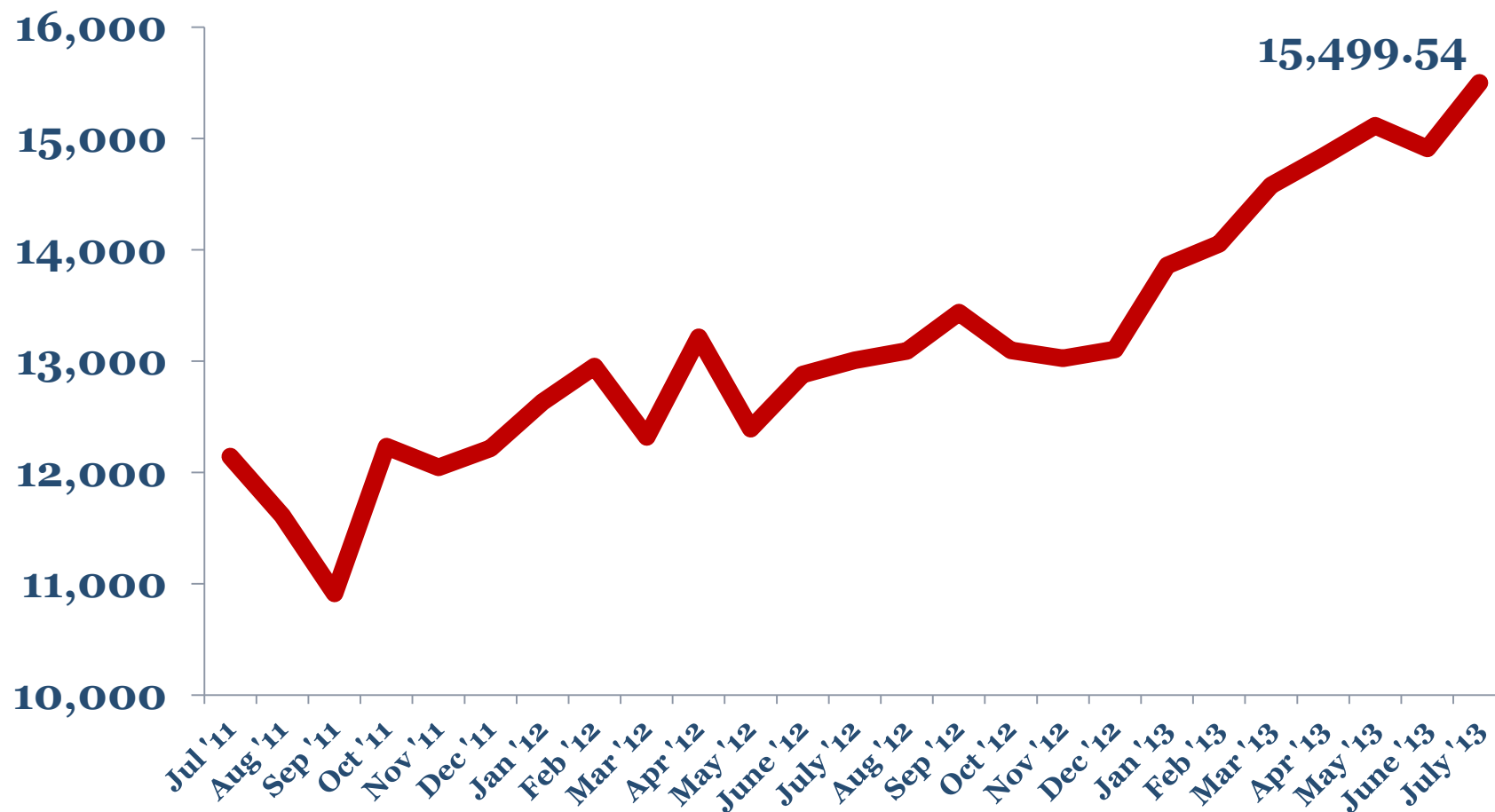


**+18.3%**  
**In 2013**

The DJIA hit  
15,499.54 at the  
end of July, its  
highest close of  
the year.

*Source: Dow Jones Industrial Average*

# THE DJIA IS NOW AT ITS HIGHEST POINT ON RECORD

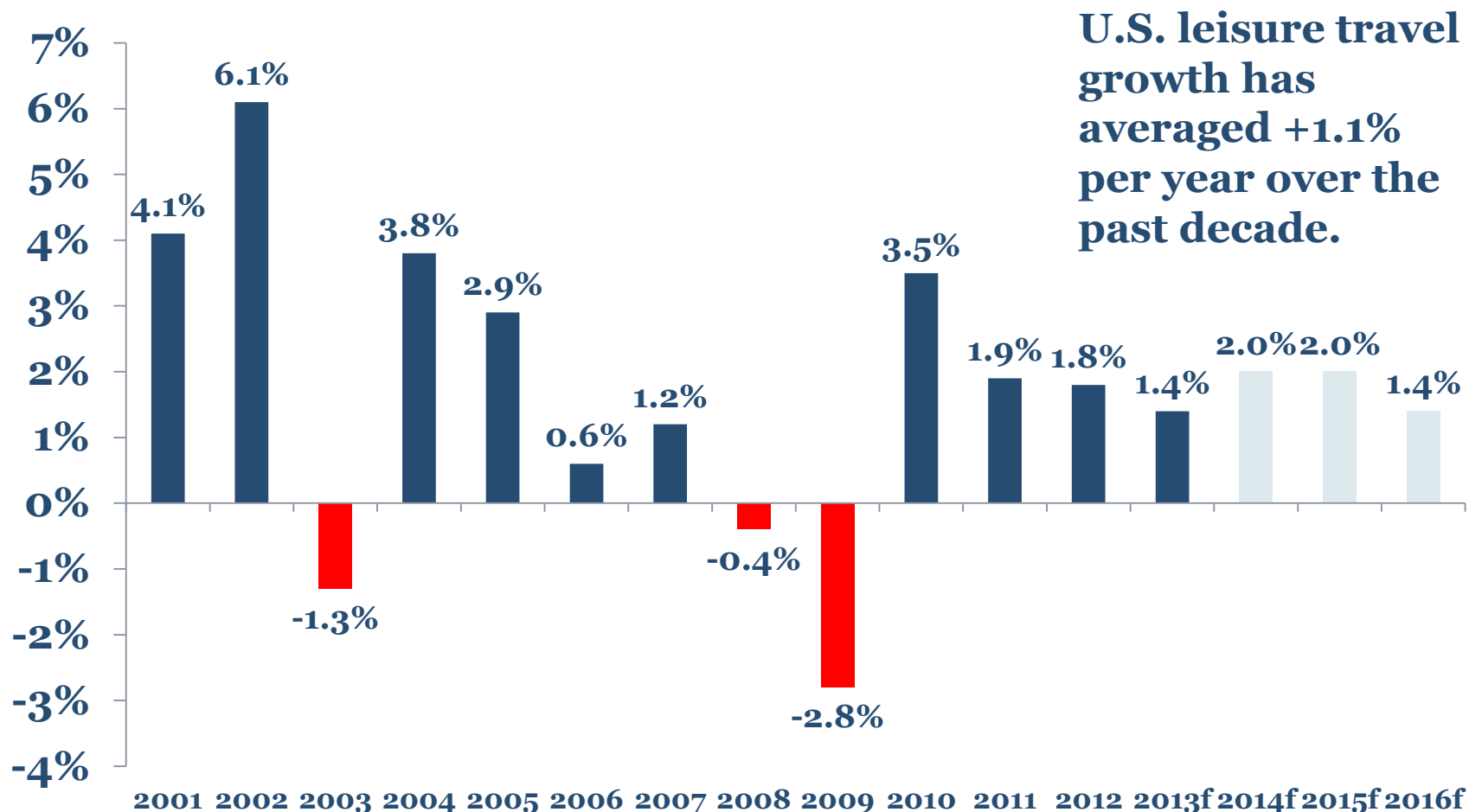


Source: U.S. Energy Information  
Administration

# U.S. TRAVEL PERFORMANCE

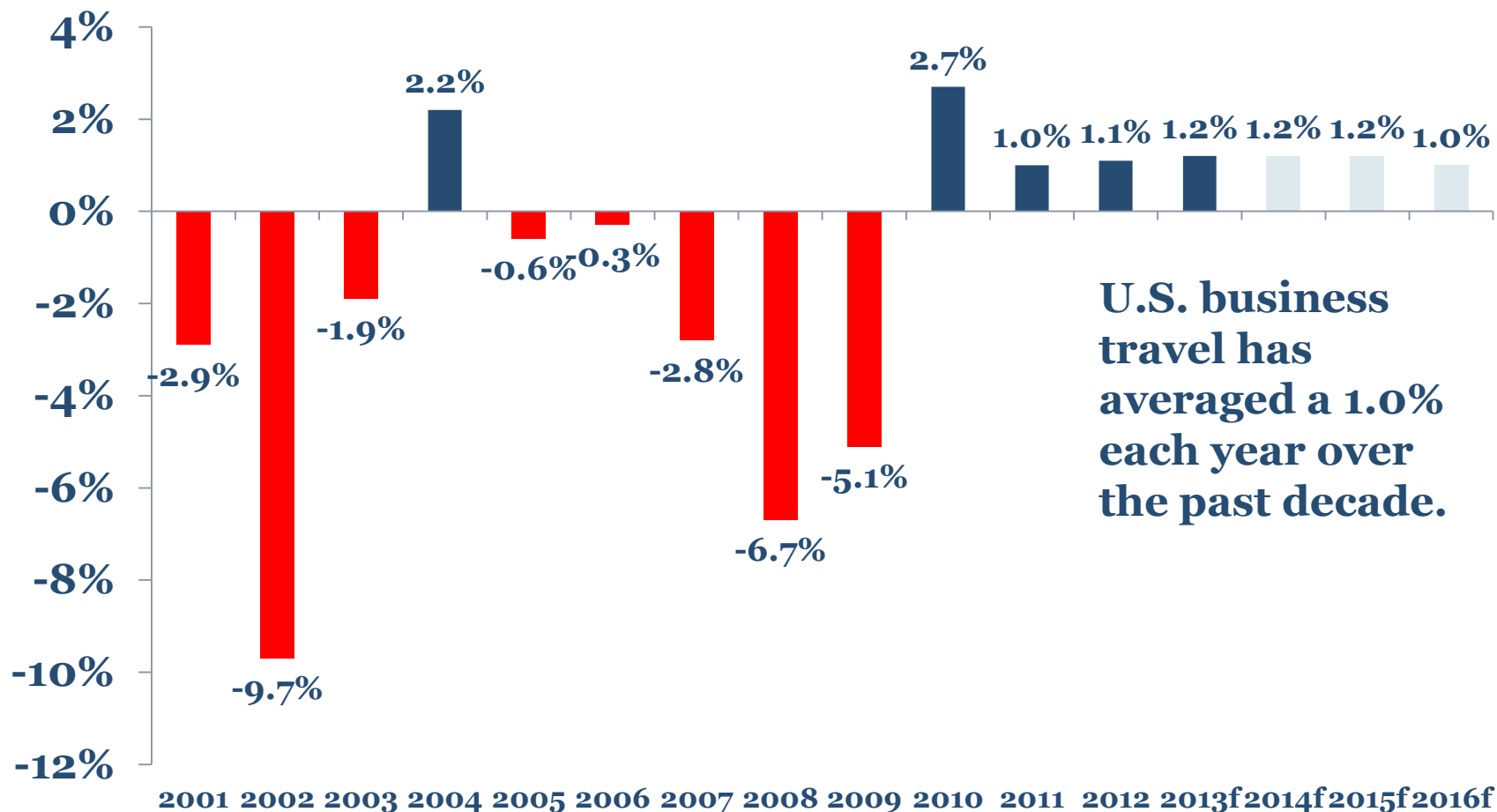


# LEISURE TRAVEL VOLUME IS EXPECTED TO INCREASE BY 1.4% IN 2013



Source: U.S. Travel Association

# BUSINESS TRAVEL VOLUME IS EXPECTED TO INCREASE BY 1.2% IN 2013



Source: U.S. Travel Association

# SMITH TRAVEL ROOM DEMAND IS UP 2.3% OVER THE PAST 12 MONTHS

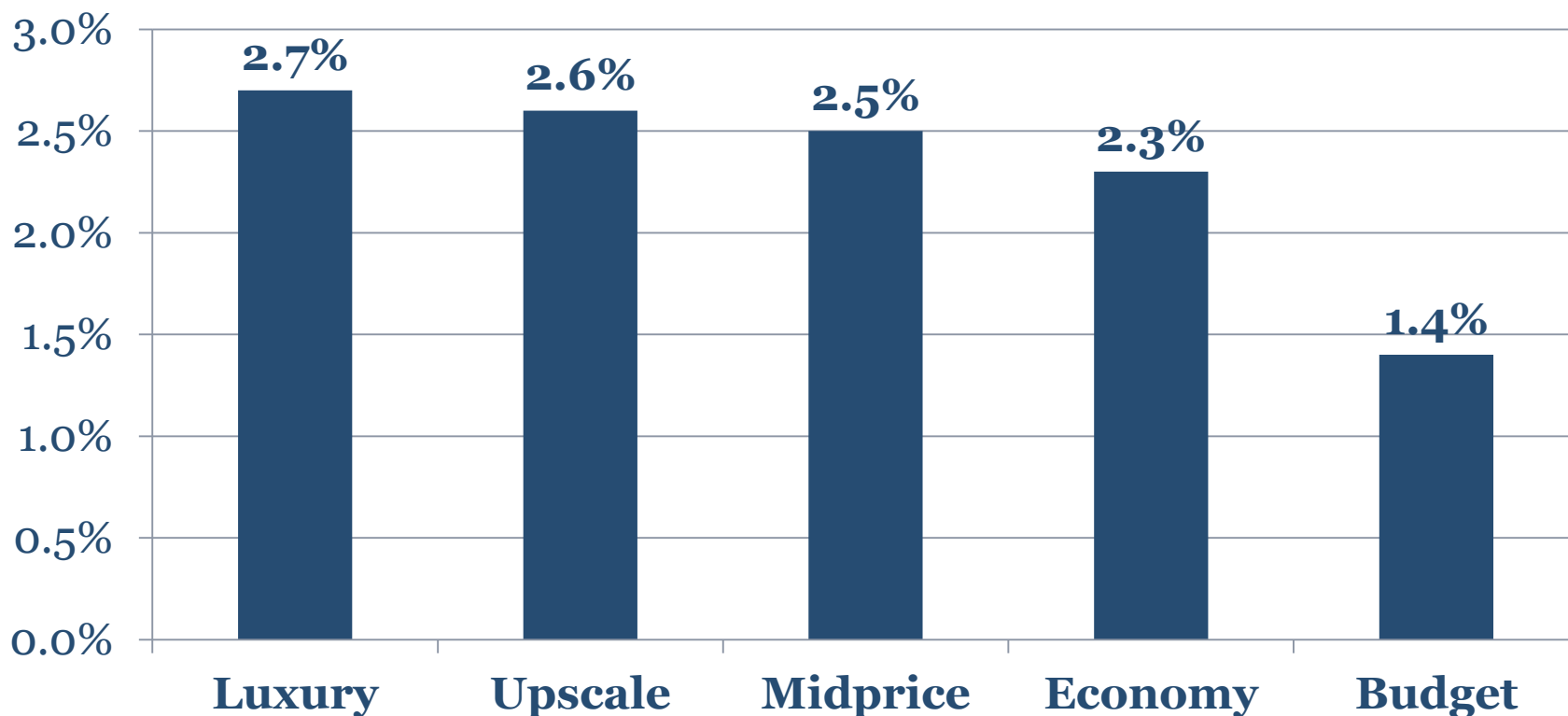


**+2.3%**  
Past 12  
Months

*Source: Smith Travel Research*

# U.S. ROOM DEMAND IS STRONGEST AT THE HIGHER PRICE POINTS

## YTD Variance in Room Demand by Price Scale



Source: Smith Travel Research, June 2013

# TRAVEL INDUSTRY UPDATE





# TRAVEL INDUSTRY OVERVIEW

- **Travel Performance.** While global economic growth remains relatively weak, the U.S. is expected to lead the economic upturn. Oxford Economics forecasts that growth in the U.S. will accelerate from an annualized 1.6 percent in Q2 to 3.2 percent in Q4. As a result, overall GDP growth in the U.S. will pick up from two percent this year to an above trend three percent in 2014 and 2015.
- **Positive Signs.** In addition to a recovery in consumer confidence and a rising stock market, the housing sector continues to strengthen. Over the last year, housing construction has been boosting the recovery and starts are currently 28.6 percent above one year earlier. However, housing permits fell to 974,000, well below April's reading of 1,005,000. This might be an indication of a possible slowdown of housing growth in upcoming months. Existing home sales improved in May, rising by 4.2 percent month-on-month, the strongest pace since August 2012.

# TRAVEL INDUSTRY OVERVIEW

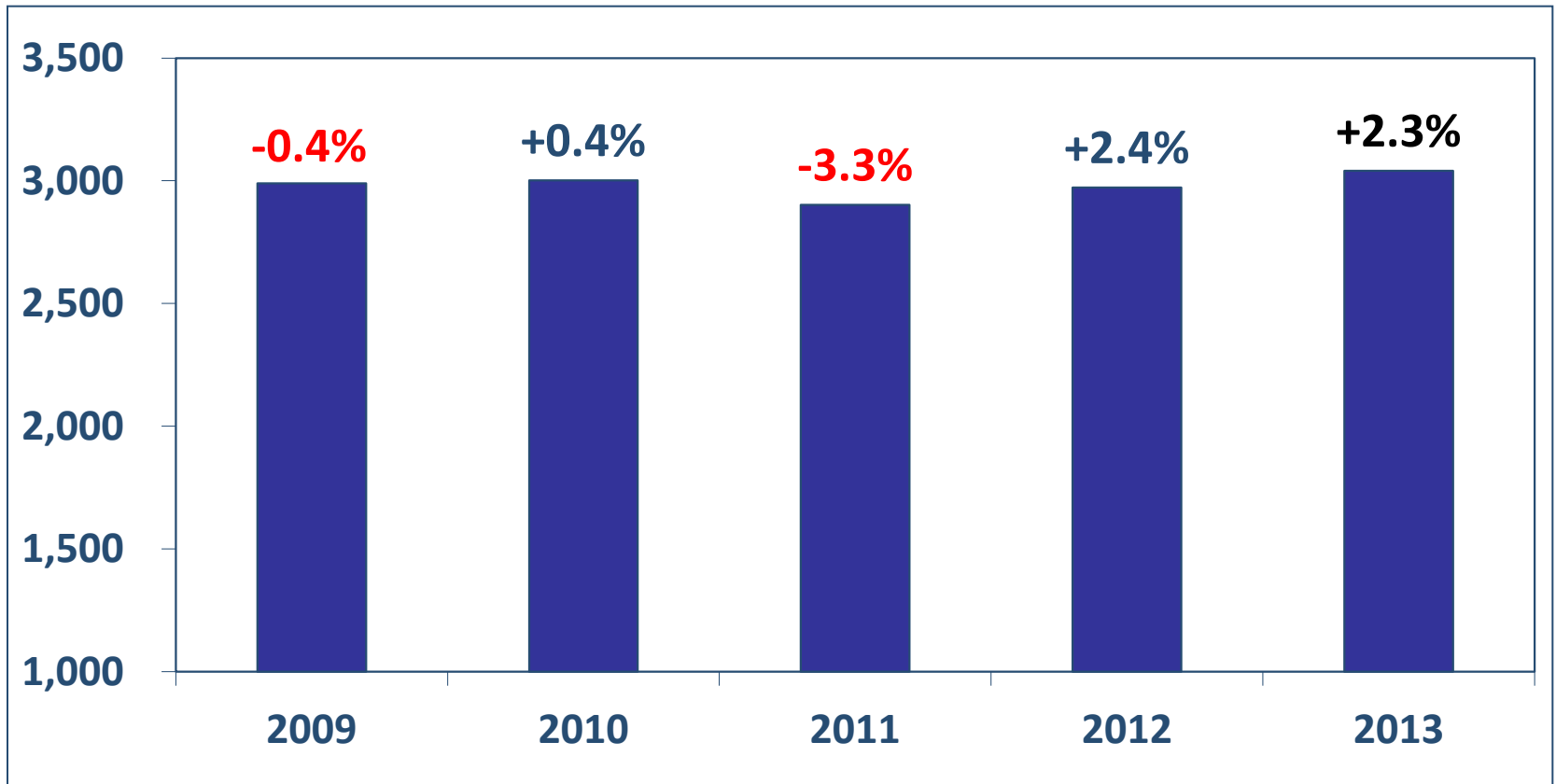
- **Leisure Travel Continued.** For tour operators, demand for exotic destinations is on the upswing, fueled by growing client sophistication and improved air accessibility and tourism infrastructure, according to a recent Travel Market Report article.
- **Meetings.** Leisure travel appears to be on the mend, but corporate managers spending for business conferences and conventions remain conservative. Hotel bookings for leisure travelers in North America for the next 12 months are up 4.6%, while bookings for individual business travelers are up 7% compared with the previous period. But bookings for groups are up only 1.7 percent, according to the report

# BRANSON 2013

## YTD PERFORMANCE

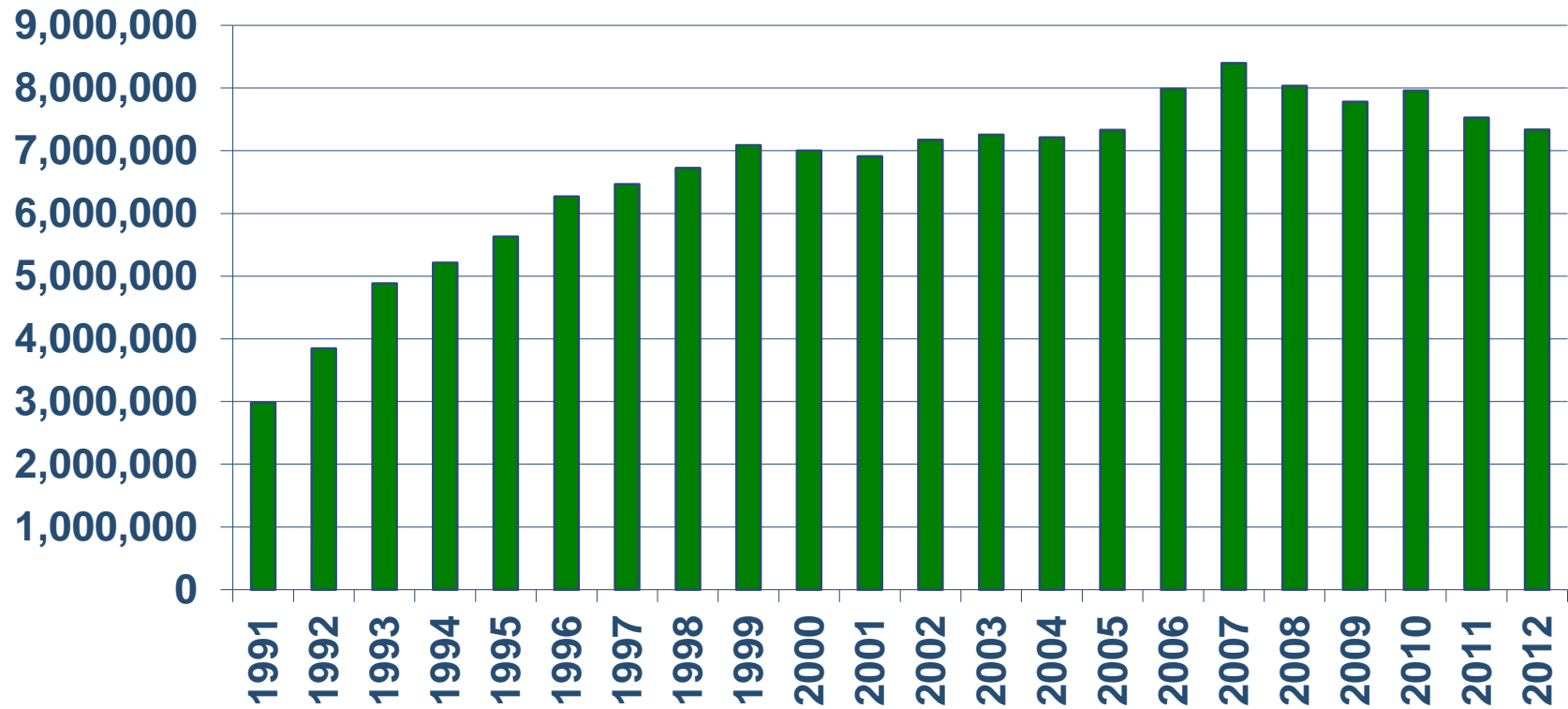


# BRANSON VISITATION YTD THRU SECOND QUARTER 2013

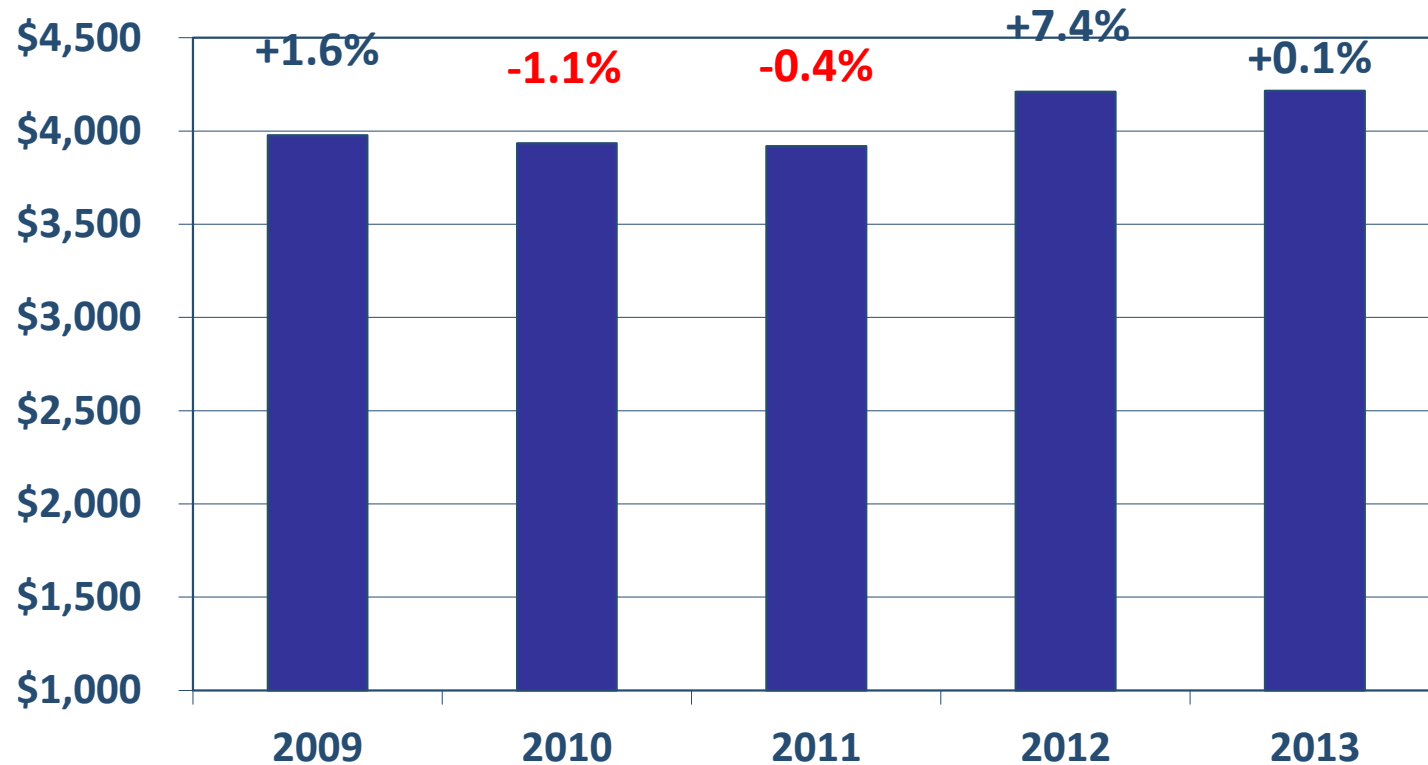


Source: City of Branson

# HISTORY OF BRANSON VISITATION 1991 - 2012



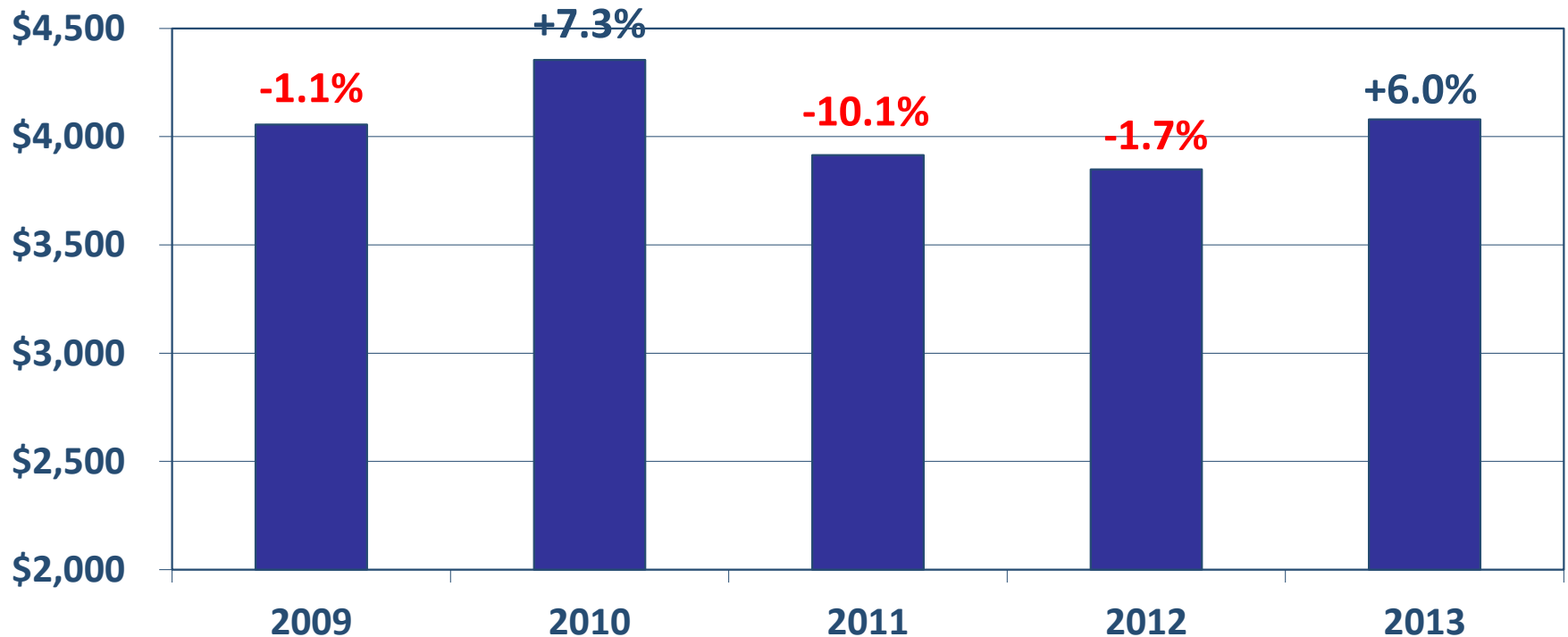
# CITY OF BRANSON SALES TAX YTD THRU SECOND QUARTER 2013



Source: City of Branson

# CITY OF BRANSON TOURISM TAX

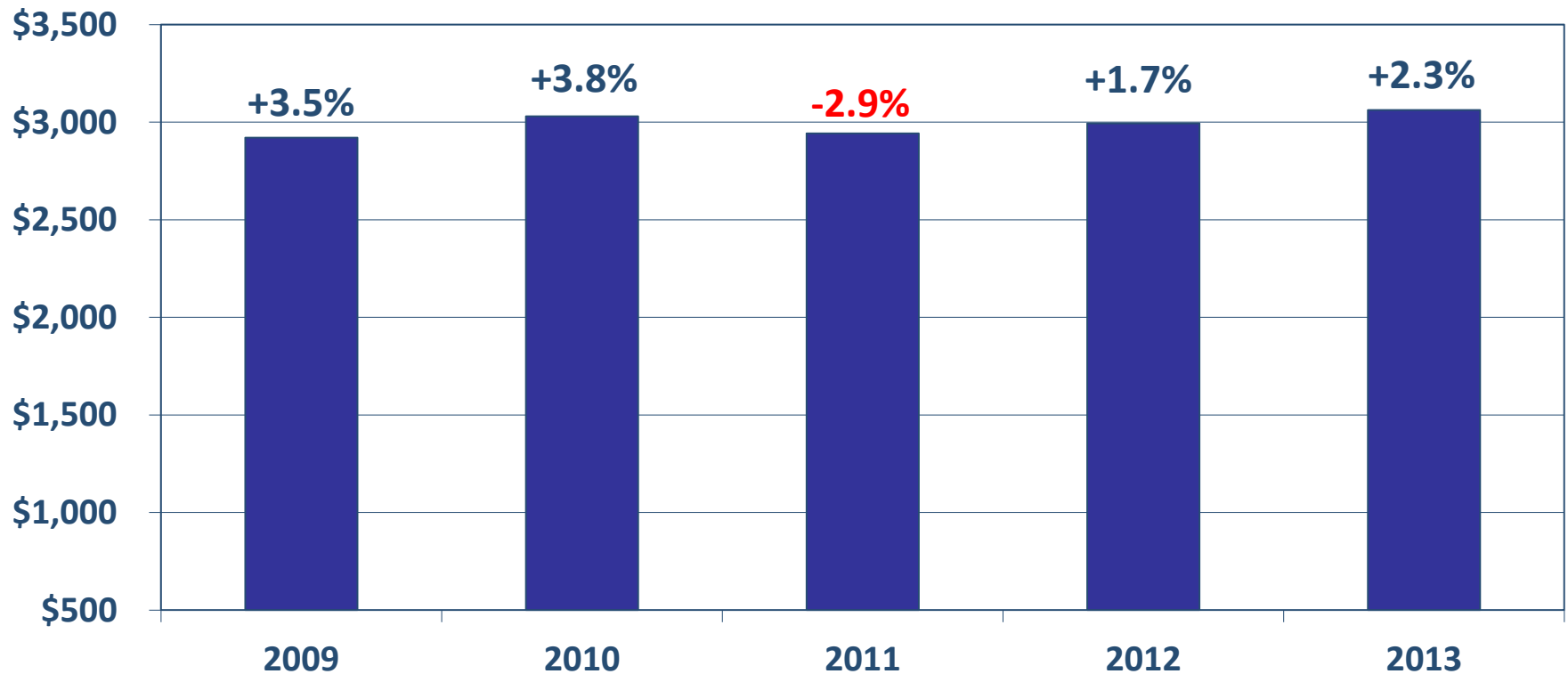
## YTD THRU SECOND QUARTER 2013



Source: City of Branson

# TCED TOURISM TAX

## YTD THRU SECOND QUARTER 2013

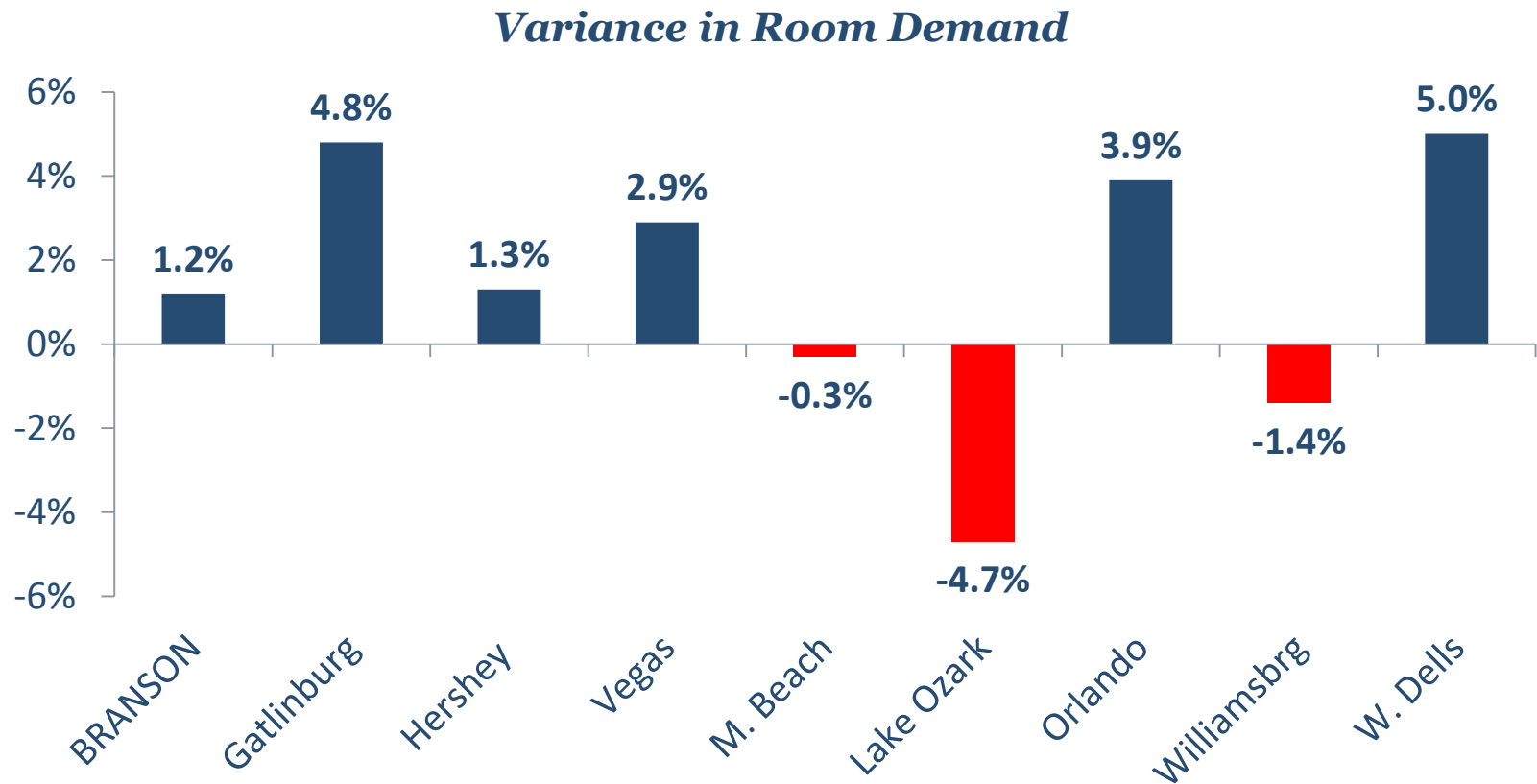


Source: TCED



# ROOM DEMAND COMPARISON

## YTD THRU SECOND QUARTER 2013



# BRANSON 2ND QUARTER 2013

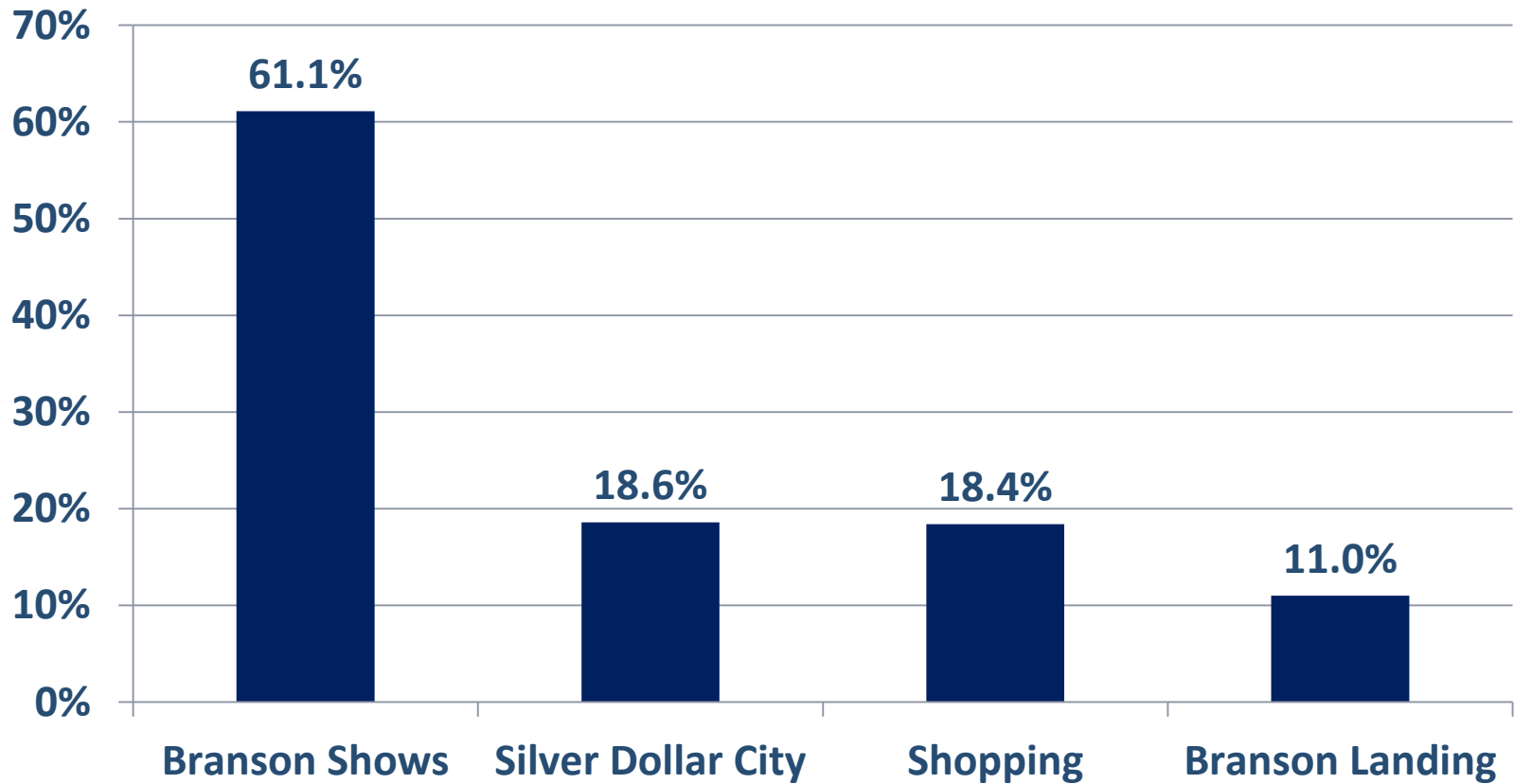


**What else** do we  
**know** about  
**2nd Quarter**  
**2013?**

## YTD JUNE 2013 vs. YTD JUNE 2012

|                        | <b><u>2013</u></b> | <b><u>2012</u></b> |
|------------------------|--------------------|--------------------|
| ■ Spending per Party   | \$992              | \$949              |
| ■ First-Time Visitors  | 25.6%              | 25.6%              |
| ■ Families             | 41.0%              | 44.4%              |
| ■ Average Adult Age    | 56.5 years         | 55.3 years         |
| ■ Length of Stay       | 3.85 nights        | 3.76 nights        |
| ■ Saw Shows            | 79.4%              | 75.1%              |
| ■ Number of Shows Seen | 3.15               | 2.98               |

# BRANSON'S PRIMARY ACTIVITY DRIVERS JUNE YTD



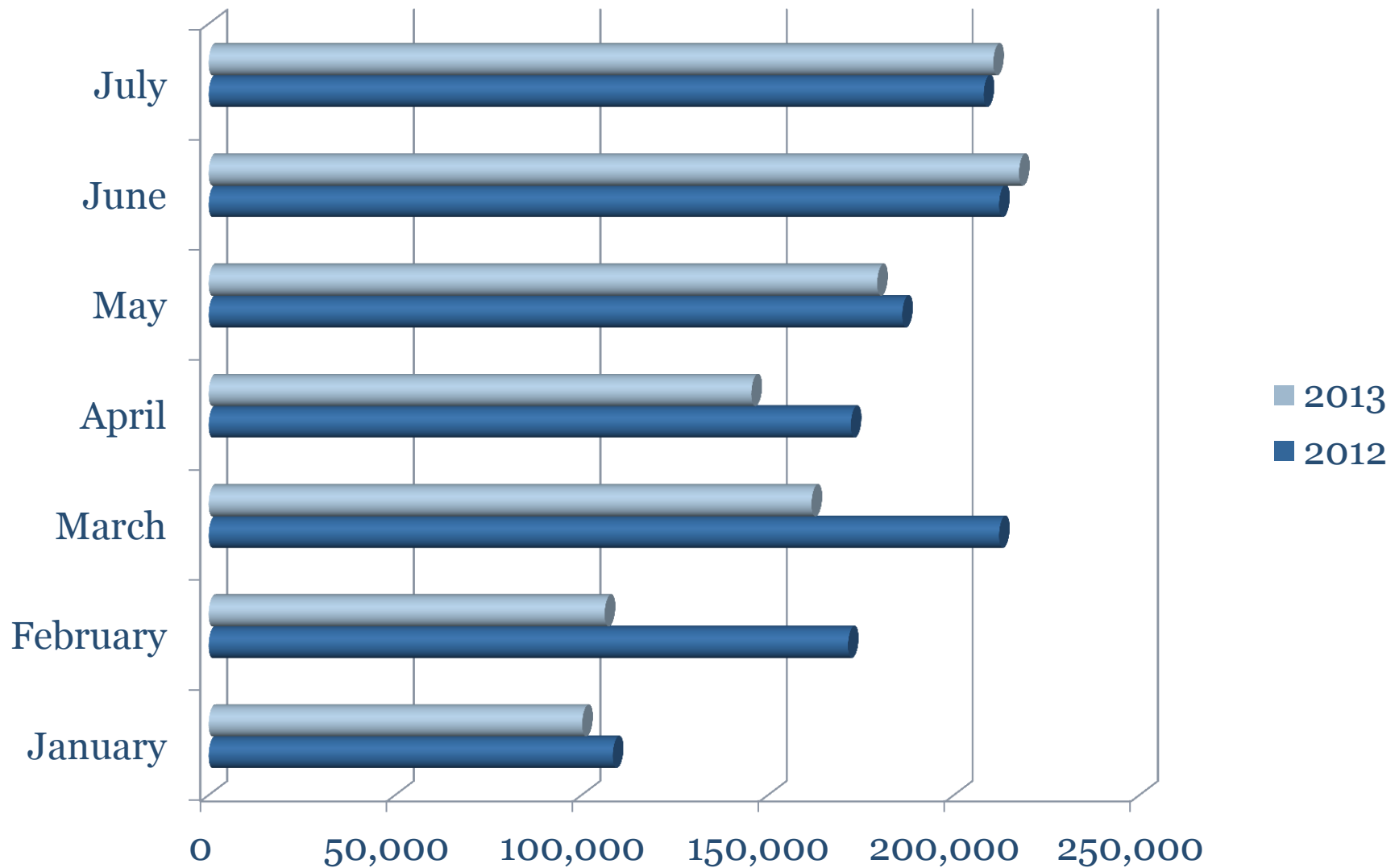
Source: BCBV Visitor Profile Research

# YTD JULY 2013 VISITATION BY MARKET

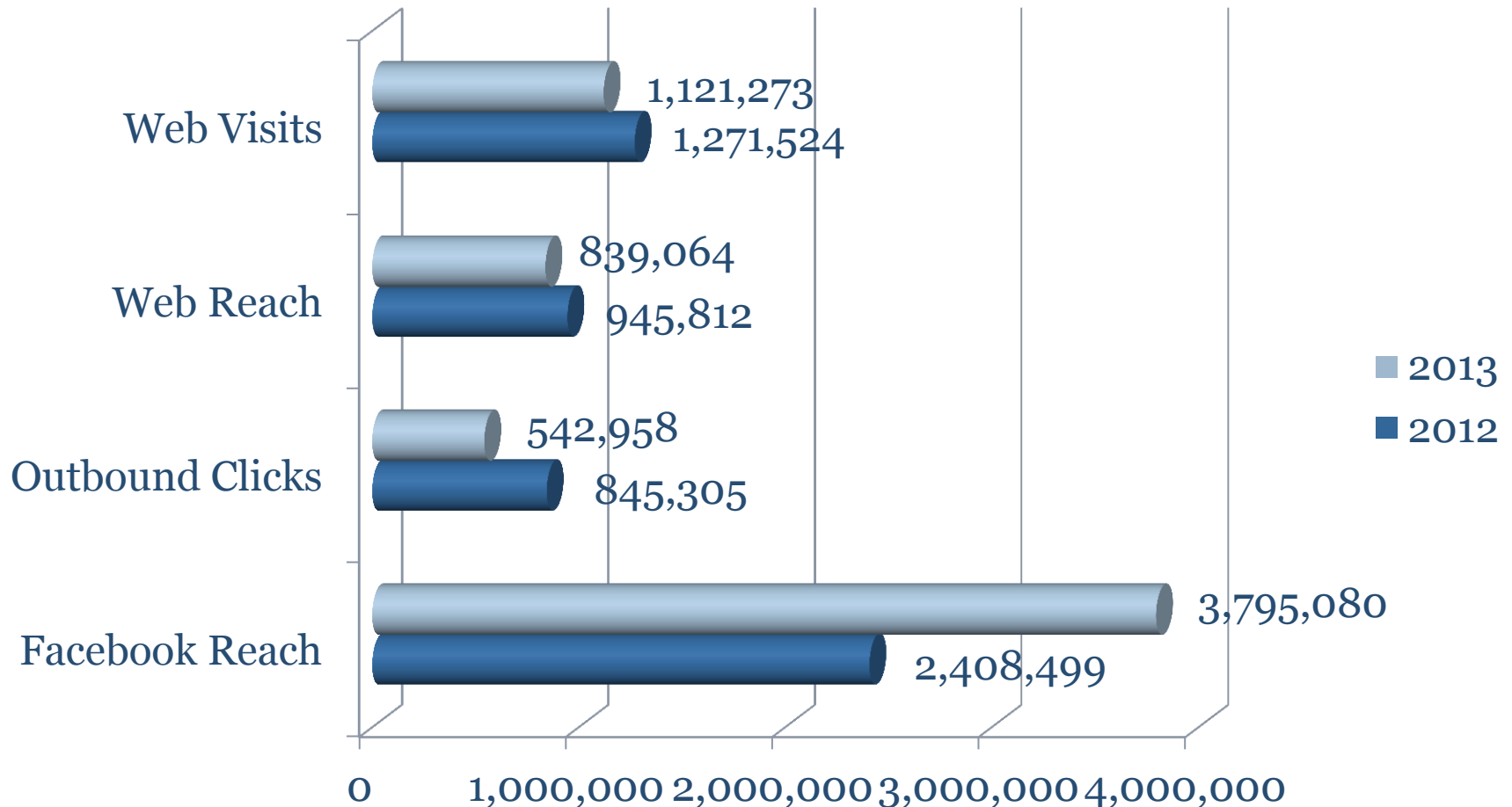
| <u>% of Visitors</u>           | <u>Market</u>         | <u>vs.2012</u> |
|--------------------------------|-----------------------|----------------|
| 16.7%                          | Core (0-100 mi.)      | +3.4%          |
| 26.3%                          | Primary (101-300 mi.) | -11.6%         |
| 24.8%                          | Outer (301-650 mi.)   | -3.2%          |
| 32.2%                          | National (650+ mi.)   | +22.6%         |
| <b><i>TOTAL VISITATION</i></b> |                       | <b>+2.3%</b>   |



# EXPLOREBRANSON.COM



# YEAR-TO-DATE WEB/SOCIAL STATS



# YTD 2013 PUBLIC RELATIONS:

## AD EQUIVALENCY VALUES

- PR Ad Equivalency tracked down **44%** in 2Q (\$3.5M vs. \$6.3M in 2012), largely reflecting extensive post-tornado coverage last year.
- Big wins in 2Q included *USA Today* and *Where to Retire Magazine* coverage.
- Branson hosted the Society of American Travel Writers (SATW) Eastern Chapter in May.



# 2013 STRATEGIC PLAN

**Execute strong brand strategy through efficient media buys, and continue public relations efforts to drive new visitation to the Branson/Lakes Area this year.**





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BRANSON  
*It's Your Show*

QUESTIONS?